RJ Reynolds
Tobacco Company

FAITH M. DECKER
Key Account Manager

1130 Lake Cook Road
Suite 210
Buffalo Grove, IL 60089
(847)459-1750
FAX (847)459-5992
VM #61071

October 31, 1998

To:

Mary Anne Terry	Sue Meyers	Dave Engelbrecht
Larry Horan	Joe Ademino	Dean Brendel
Bill Kirch	Tom Melendy	Brenda Whinery-Casdorph
Joe Darcy	Jim Sunday	Larry Pelton
Linda Forrey	Julio Santiago	John DiCiero
George Moulton	Bob Fricke	Stefan Majer
Mike Bothe		

Subject: Coordination of RJR / Amoco RBU Retail Partners Plan

Ladies & Gentlemen:

As information, we have reached a tentative agreement with Amoco to begin implementation of our Retail Partners plan in January of 1998. This contract will be a two company agreement - R. J. Reynolds and Philip Morris only.

Due to the wide variety of Amoco store layouts, we have determined with Regional Managers, that it will be necessary for us to use an experienced RJR person to work with the local Amoco RBU merchandising coordinator, to develop agreeable display placement positions. Therefore, you have been selected by your Regional Manager to be our local Amoco RBU contact. Your <u>only</u> responsibility will be to meet with Amoco's "Merchandising Coordinator" on an on-going basis for compliance issues, as well as to coordinate and follow through with the initial roll-out of our merchandising contract program. All promotions and selling functions will be handled by myself.

The first step in this process will be for you to review the attached list and determine who in our organization will survey the sites, along with the Amoco merchandising contact (this could be yourself, a Retail Manager, or an experienced Sales Rep). After you determine who will be doing the surveys, you should arrange for a meeting, with the Amoco Merchandising coordinator, the RJR individual selected to survey the sites, and yourself. This meeting will be to discuss all details relative to set up dates for completing surveys.

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RJR Coordinator Responsibilities

Source: https://www.industrydocuments.ucsf.edu/docs/hxby0000

1) *Determine with your Amoco contact the display locations using the attached examples as a strong guideline. Complete the counter layout, using a copy of the blank Cigarette Counter Layout form provided (make copies as needed), with agreed upon display placements. We realize that there are stores that do not fit the examples provided and will require your knowledge and expertise in order to work through the display placements.*

2) *Store diagrams should be completed with the following information **only**:*
   - *RJR and PM display placements (designate counter or suction cup display)*
   - *Show Security glass (if any)*
   - *Primary and Secondary Pay Windows*
   - *Store Number, Address, and Chain ID#*
   - *Fixture Legend (Ensure Name Of Tobacco Company and Number Of Facings Is Included For Each Display-Use Examples As A Guide)*

3) ***You** should collect all plan-o-grams from RJR personnel doing the surveys. Maintain one (1) copy for yourself, one (1) copy for distribution to the retail rep, one (1) copy for the retail manager and forward one (1) copy to me, **as soon as possible** (contract determination will be based on these plan-o-grams), at the listed address or fax:*

   R. J. Reynolds Tobacco
   W238 N7037 Michele Lane
   Sussex, WI 53089
   FAX: (414) 820-8727

4) *Determine if displays should be sent to the store or to the retail reps storage.*

5) ***You** are to order displays, for implementation beginning in January, using the enclosed commodity numbers. The displays will contain all POS needed.*

6) *Communicate installation dates, details, and handwritten plan-o-grams to retail reps, as well as where and when the displays will be shipped (copy retail mgrs).*
   - *Contracts will be entered on SIS, by this office, based on plan-o-grams (self serve/non-self serve), with an effective date of January 1998.*

7) *Ensure placement completion by retail rep upon delivery.*

Amoco has also requested that we provide them with the following information:

1. *The current number of individual SKU's (cigarette brand styles) being stocked and the current size of the PM Overhead being used. Amoco would like to increase their SKU capacity where necessary. Please survey each location and indicate the if the store could potentially place a larger PM overhead.*

   Example: 100 SKU's Current Overhead Capacity - Store Could Potentially Accommodate Two (2) 4' PM Overhead Units

2. *Determine Outside Cigarette Sign Capabilities:*

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Source: https://www.industrydocuments.ucsf.edu/docs/hxby0000

A. *Does Site Have Building Sign Frames? If So How Many?*

B. *Are Perimeter Light Pole Signs Feasible And Legal? If So How Many Poles Are Available For Affixing Cigarette Pole Signs? Cigarette Signs may be Attached Under An Existing Perimeter Pole Sign Which Are Used For Amoco Products.*

C. *Is It Legal To Have Ground Mounts At This Site?*

Amoco forms to complete these tasks are included in the package and should be returned to me when completed at the listed address or FAX:

R. J. Reynolds Tobacco Company
W238 N7037 Michele Lane
Sussex, WI 53089
FAX: (414) 820-8727

Due to other projects being given to the Amoco Merchandising Coordinator's, we will be attempting to complete all surveys in November, therefore, we must begin immediately.

Your roll is critical in the plan-o-gram determination and execution of this process. Therefore, I would like to give you the opportunity to discuss with me the details, and answer any questions you may have. Below is a schedule of times for you to contact me at my office on Monday, November 3, 1997; (847)-459-1750. This will allow you time to read this information and formulate any questions you may have.

RJR Coordinator	Time
Mary Anne Terry	10:55 a.m. CST
Sue Meyers	11:20 a.m. CST
Dave Engelbrecht	11:45 a.m. CST
Larry Horan	3:40 p.m. EST
Joe Ademino	3:05 p.m. CST
Dean Brendel	3:30 p.m. CST
Brenda Whinery-Casdorph	2:55 p.m. MST
Bill Kirsch	3:20 p.m. MST
Tom Melendy	9:00 a.m. EST
Mike Bothe	9:25 a.m. EST
Joe Darcy	9:50 a.m. EST
Jim Sunday	10:15 a.m. EST
Larry Pelton	10:40 a.m. EST
Linda Forrey	11:05 a.m. EST
Julio Santiago	11:30 a.m. EST
John DiCiero	2:00 p.m. EST
George Moulton	2:25 p.m. EST
Bob Fricke	2:50 p.m. EST
Stefan Majer	3:15 p.m. EST

Due to the **necessity** of talking with each of you, please try to keep within your scheduled time. If you are unable to call me on Monday, November 3rd, please let me know via voice mail (#61071) so we can make other arrangements.

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It is **imperative** that I be informed of your progress no later than December 1st, therefore, please E-mail me the completion dates of surveys, when displays were ordered and if there will be any problems placing the displays in January.

I will send a letter to retail reps, this week, top lining the Amoco program and making them aware that you will be providing them with plan-o-grams and detailed information of the implementation process.

Both Amoco and R. J. Reynolds are anxious to begin the survey process, order displays, and begin implementation in January. I realize that this is a stretch for all of us, but it will be well worth everyone's efforts.

Thanks so much!

Sincerely,

Faith

F. M. Decker
Key Account Manager

FMD:dr
Enclosures

Package Includes:

Amoco Authorized Display Options & Commodity Numbers
Amoco Store List
Amoco / RJR Merchandising Coordinator List
Letter From Amoco Headquarters To Amoco Personnel
10 Store Layout Examples
Blank Store Layout Sheet
Amoco Survey Form

(Make Copies Of Any Or All Materials As Needed)

cc: Jim Maguire
AVP's
Region Managers
Bill Duffy
Jack Geeting
Ken Hagler, Amoco RBU

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Source: https://www.industrydocuments.ucsf.edu/docs/hxby0000

November 11, 1997

AMOCO MERCHANDISING COORDINATOR	RJR COORDINATOR
Chicago West Dan Gillespie 67 E. Schubert Avenue Glendale Heights, IL 60139 Office Phone: 630-462-7164 FAX: 630-462-7981	***CID #0003-01-00*** Mary Anne Terry VM #72953 1910 Ridgefield Avenue Algonquin, IL 60102 Office Phone: 847-458-9036 FAX: 847-458-9038
Chicago North Todd Antenore 271 Pembrook Mundelein, IL 60060 Office Phone: 847-949-7910 FAX: 847-949-7916	***CID #0003-02-00*** Mary Anne Terry VM #72953 1910 Ridgefield Avenue Algonquin, IL 60102 Office Phone: 847-458-9036 FAX: 847-458-9038
Chicago Central Dan Gillespie 67 E. Schubert Avenue Glendale Heights, IL 60139 Office Phone: 630-462-7164 FAX: 630-462-7981	***CID #0003-03-00*** Mary Anne Terry VM #72953 1910 Ridgefield Avenue Algonquin, IL 60102 Office Phone: 847-458-9036 FAX: 847-458-9038
SSB Chicago Dan Gillespie 67 E. Schubert Avenue Glendale Heights, IL 60139 Office Phone: 630-462-7164 FAX: 630-462-7981	***CID #0003-08-00*** Mary Anne Terry VM #72953 1910 Ridgefield Avenue Algonquin, IL 60102 Office Phone: 847-458-9036 FAX: 847-458-9038
Chicago South Ben Gonzalez 3931 Deodar Street East Chicago, IN 46312 Pager: 219-757-3135	***CID #0003-06-00*** Mary Anne Terry VM #72953 1910 Ridgefield Avenue Algonquin, IL 60102 Office Phone: 847-458-9036 FAX: 847-458-9038
St Louis Central Angela Kittner 5708 Rosa Avenue St Louis, MO 63109 Office Phone: 314-832-2933 FAX: 314-832-0705	***CID #0003-09-00*** Sue Meyers VM #78021 6241 Southwood, Apt 1 South St Louis, MO 63105 Office Phone: 314-725-7732 FAX: 314-725-7061
St Louis East Christine Cox 4397 Dresden Avenue St Louis, MO 63116 Office Phone: 314-352-2888 FAX: 314-414-2888	***CID #0003-04-00*** Sue Meyers VM #78021 6241 Southwood, Apt 1 South St Louis, MO 63105 Office Phone: 314-725-7732 FAX: 314-725-7061
St Louis West Angela Kittner 5708 Rosa Avenue St Louis, MO 63109 Office Phone: 314-832-2933 FAX: 314-832-0705	***CID #0003-05-00*** Sue Meyers VM #78021 6241 Southwood, Apt 1 South St Louis, MO 63105 Office Phone: 314-725-7732 FAX: 314-725-7061
Indiana Barbara Nolan 16052 Oak Valley Trail Lockport, IL 60441 Office Phone: 708-301-1656 FAX: 708-301-0207	***CID #0003-07-00*** Dave Engelbrecht VM #78233 521 W. Oakdale Drive Ft. Wayne, IN 46845 Office Phone: 219-744-7065 FAX: 219-744-5316
Detroit Dawn Powell 624 Allen Milan, MI 48160 Office Phone: 313-439-3980 FAX: 313-439-3985	***CID #0003-10-00*** Larry Horan VM #69873 48808 Tilch Macomb, MI 48044 Office Phone: 810-566-6419 FAX: 810-566-6433
Twin Cities Michael Cardinal 1520 Burns Street St Paul, MN 55106 Office Phone: 612-793-0944 FAX: 612-793-0933	***CID #0003-15-00*** Joe Ademino VM #73234 11614 Magnolia Court N. Chaplin, MN 55316 Office Phone: 612-323-9320 FAX: 612-323-9327

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AMOCO MERCHANDISING COORDINATOR	RJR COORDINATOR
Kansas City Sharon Bock 10705 W. 109th Street Overland Park, KS 66210 Office Phone: 913-451-0411 FAX: 913-451-4757	***CID #0003-20-00*** Dean Brendel VM #53208 11501 Conser Overland Park, KS 66210 Office Phone: 913-663-2404 FAX: 913-663-2426
Denver Jim Markley 10515 Mt Columbia Place Parker, CO 80134 Office Phone: 303-805-1801 FAX: 303-805-1802	***CID #0003-25-00*** Linda Zelles VM #73467 7062 S. Palisade Drive Highlands Ranch, CO 80126 Office Phone: 303-470-6738 FAX: 303-470-6739
SSB Denver Jim Markley 10515 Mt Columbia Place Parker, CO 80134 Office Phone: 303-805-1801 FAX: 303-805-1802	***CID #0003-26-00*** Linda Zelles VM #73467 7062 S. Palisade Drive Highlands Ranch, CO 80126 Office Phone: 303-470-6738 FAX: 303-470-6739
Salt Lake City South Hamid Rezaeepour 8156 S. Highland Drive Sandy, UT 84093 Office Phone: 801-566-0891 FAX: 801-256-0978	***CID #0003-30-00*** Bill Kirch VM #77961 2298 E. 10265 S. Sandy, UT 84092 Office Phone: 801-947-8801 FAX: 801-947-8802
Salt Lake City North Majid Soltanieh 5872 S. Fontaine Bleu Drive Salt Lake City, UT 84121 Office Phone: 801-274-7899 FAX: 801-274-7897	***CID #0003-31-00*** Bill Kirch VM #77961 2298 E. 10265 S. Sandy, UT 84092 Office Phone: 801-947-8801 FAX: 801-947-8802
Atlanta-Memphis Chad Simon 1671 Hunters Bluff Drive, #202 Memphis, TN 38120 Office Phone: 901-757-5187 FAX: 901-757-8793	***CID #0003-35-00*** Tom Melendy VM #34988 4143 Willow Lake Blvd. Memphis, TN 38118 Office Phone: 901-362-6153 FAX: 901-365-2093
Atlanta-North Bert Crenshaw 3310 Hampton Trace Ct., N.E. Buford, GA 30519 Office Phone: 770-614-7810 FAX: 770-614-7811	***CID #0003-36-00*** Mike Bothe VM #78279 3010 Business Park Drive, Suite G Norcross, GA 30071 Office Phone: 770-729-3211 FAX: 770-729-3256
SSB Atlanta Bert Crenshaw 3310 Hampton Trace Ct., N.E. Buford, GA 30519 Office Phone: 770-614-7810 FAX: 770-614-7811	***CID #0003-37-00*** Mike Bothe VM #78279 3010 Business Park Drive, Suite G Norcross, GA 30071 Office Phone: 770-729-3211 FAX: 770-729-3256
Jacksonville Ed Holshouser 8454 Jacinto Street Jacksonville, FL 32211 Office Phone: 904-721-7660 FAX:	***CID #0003-40-00*** Joe Darcy VM #34385 8626 Burkhall Street Jacksonville, FL 32211-5050 Office Phone: 904-727-9629 FAX: 904-723-5283
Panhandle Chris Becker 2172 W. 9 Mile Road, Suite 394 Pensacola, FL 32534 Office Phone: 850-473-1178 FAX: 850-473-1179	***CID #0003-41-00*** Jim Sunday VM #71851 314 Meadow Ridge Drive Tallahassee, FL 32312 Voice Mail: 800-757-8255 X71851
Tallahasse Dave Lapace Office Phone: 904-942-9863 FAX:	***CID #0003-45-00*** Jim Sunday VM #71851 314 Meadow Ridge Drive Tallahassee, FL 32312 Voice Mail: 800-757-8255 X71851

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AMOCO MERCHANDISING COORDINATOR	RJR COORDINATOR
Palm Beach Ronnell Bright 139 S.W. 96th Street Plantation, FL 33324 Office Phone: 954-723-9441 FAX: 954-723-9442	***CID #0003-50-00*** Larry Pelton VM #58349 1810 "D" Road Loxahatchee, FL 33470-4862 Office Phone: 561-753-7340 FAX: 561-791-3738
Ft Lauderdale Ronnell Bright 139 S.W. 96th Street Plantation, FL 33324 Office Phone: 954-723-9441 FAX: 954-723-9442	***CID #0003-51-00*** Larry Pelton VM #58349 1810 "D" Road Loxahatchee, FL 33470-4862 Office Phone: 561-753-7340 FAX: 561-791-3738
Tampa Ellen Thomas 4900 Shoreview Court Pt Richey, FL 34668 Office Phone: 813-724-3624 or 813-249-4203	***CID #0003-55-00*** Linda Forrey VM #40046 107 Fairfield Street Oldsmar, FL 34677 VM: 800-757-8255 X40046 Office Phone: 813-855-8816 FAX:
Miami Marilyn Morton 1395 NW 167 #145 Miami, FL 33169 Office Phone: 305-620-2338 FAX:	***CID #0003-60-00*** Julio Santiago VM #69550 7285 W. 2nd Lane Hialeah, FL 33014-5005 Office Phone: 305-825-9665 FAX: 305-825-0881
SSB South Florida Marilyn Morton 1395 NW 167 #145 Miami, FL 33169 Office Phone: 305-620-2338 FAX:	***CID #0003-61-00*** Julio Santiago VM #69550 7285 W. 2nd Lane Hialeah, FL 33014-5005 Office Phone: 305-825-9665 FAX: 305-825-0881
Orlando Patricia Tadin 2938 Lakeloft Circle Grenelefe, FL 33844 Office Phone: 941-421-7718 FAX: 941-421-7620	***CID #0003-65-00*** John DiCiero VM #74954 14 Winding Woods Trail Ormond Beach, FL 32174-4999 Office Phone: 904-672-1129 FAX: 904-676-9499
New York Lenny Amoruso 77-113 Waverly Avenue Patchogue, NY 11772 Office Phone: 516-447-6590 FAX: 516-447-6578	***CID #0003-70-00*** George Moulton VM #46958 6500 Jericho Turnpike Commack, NY 11725 Office Phone: 516-499-0254 FAX: 516-499-0572
New Jersey North John Trebilcock 412 Linden Avenue Riverton, NJ 08077 Office Phone: 609-786-7160 FAX: 609-786-7165	***CID #0003-74-00*** Bob Fricke VM #42328 503 Curtis Avenue Point Pleasant, NJ 08742 Office Phone: 908-295-5461 FAX: 908-295-7931
New Jersey South John Trebilcock 412 Linden Avenue Riverton, NJ 08077 Office Phone: 609-786-7160 FAX: 609-786-7165	***CID #0003-75-00*** Bob Fricke VM #42328 503 Curtis Avenue Point Pleasant, NJ 08742 Office Phone: 908-295-5461 FAX: 908-295-7931
Pennsylvania Joe Tomics 415 Fifth Street Whitehall, PA 18052 Office Phone: 610-821-9550 FAX: 610-821-9658	***CID #0003-80-00*** Stefan Majer VM #71394 24 Highland Drive Yardley, PA 19067 Office Phone: 215-493-8430 FAX: 215-493-3786
SSB Pennsylvania Joe Tomics 415 Fifth Street Whitehall, PA 18052 Office Phone: 610-821-9550 FAX: 610-821-9658	***CID #0003-85-00*** Stefan Majer VM #71394 24 Highland Drive Yardley, PA 19067 Office Phone: 215-493-8430 FAX: 215-493-3786

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